

# DIGITAL EQUITY ROUNDTABLE

## Stakeholder Engagement Plan Development



The Pennsylvania Broadband Development Authority (PBDA) is committed to a transparent and robust stakeholder engagement process for development of the BEAD Five-Year Action Plan and the State Digital Equity Plan. We understand that different users have different needs, barriers, and preferences for engagement in the planning process and that feedback on our stakeholder engagement strategy and developing partnerships with communities, organizations, and individuals already doing this work is critical to success.

The PBDA is releasing the below stakeholder engagement framework for a two-week public comment period from February 27—March 10, 2023. The purpose of the comment period is to invite digital equity stakeholders and the public to provide feedback on the framework of a comprehensive stakeholder engagement plan that the PBDA will use to ensure we are utilizing the right strategies to engage stakeholders.

After the close of public comment, the PBDA will host two meetings to discuss the results and updates to the plan based on feedback from the public comment period. They will be held at the following:

- **Thursday, March 16, 2023 — 11am-12pm** (hybrid)  
Commonwealth Keystone Building  
400 North Street, Keystone Desert Room  
Harrisburg, PA 17120  
[Join the Meeting on Microsoft Teams](#)  
Dial In: +1 267.332.8737 | Phone Conference ID: 718 927 171#
- **Thursday, March 16, 2023 — 6pm-7pm** (virtual)  
[Join the Meeting on Microsoft Teams](#)  
Dial In: +1 267.332.8737 | Phone Conference ID: 924 752 072#

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## Stakeholder Engagement Plan Development

### PROPOSED STAKEHOLDER ENGAGEMENT FRAMEWORK

#### Virtual Meeting(s)

Review and solicit input on statewide stakeholder roster and communication plan.

- Host two virtual meetings for stakeholders to meet with PBDA staff and consultant staff to develop a comprehensive, statewide stakeholder list and communication plan.
- This communication plan may include regular virtual progress touchpoints, forums for concerns from stakeholders, advising the PBDA/consultant staff on the best communication methods for your communities etc.

#### Digital Equity Stakeholder Advisory Panel

- Development of a Digital Equity Stakeholder Advisory Panel. Key responsibilities of the panel may include:
  - 1 year commitment to support the stakeholder engagement digital equity planning process
  - Attending virtual, bi-weekly planning meetings (subject to adjustment)
  - Providing feedback and expertise throughout the process, including drafting of short documents or possibly social media (like appropriate questions for listening sessions)
  - Facilitate connections with stakeholders/partners, especially harder to reach stakeholder populations
- The Advisory Panel is NOT responsible for:
  - Drafting the 5-year BEAD plan/Digital Equity plan
  - Assisting in the design of grant programs
  - Grant application review

#### Two Digital Equity Roundtables

Two roundtables will be conducted to allow participation from digital equity leaders and partners. We propose conducting these roundtables in person (with a virtual call-in option).

#### Community Surveys

- Development and deployment of a statewide survey to identify barriers, needs, digital skill levels, community assets, resource knowledge, and solicit input on what resources, education, or supports specific communities need
- Surveys would consist of multiple formats: phone, online, potentially physical and mail
- Surveys can be translated for all formats

#### Participation in Community Events

- With permission, identification of and participation in digital equity community events by PBDA staff already happening around the state.
- PBDA staff would love an opportunity to listen into conversations and work that is already happening in the digital equity space from community leaders and digital equity champions.

#### In-person Community Conversations

- The PBDA/consultant will host 15 in-person community conversations around the state. These conversations will help identify locally specific barriers, inform asset mapping, and help develop a gap analysis for resources and assets in more specific areas of the state.

#### Measurable Outcomes

- Advise the PBDA staff on meaningful, measurable metrics for stakeholder engagement. Examples could include:
  - Representativeness and diversity of Pennsylvanian's engaged
  - Development of surveys or polls to evaluate stakeholder engagement tools or sessions